WXPN

UNIVERSITY of PENNSYLVANIA

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January 17, 1962

Michael S. Rice
Harvard Radio Broadcasting Co.
Cambridge 38, Mass.

Dear Michael:

I am sorry that I was unable to answer your letter of January 9, sooner; but I did not return to school until January 14.

We do agree with your basic contention that the stations should have more control over the Ivy Office. In regard to the budget, however, we feel that the projected basis is correct. Most of Ivy's expenses are fixed selling expenses. Therefore if the Network were budgeted on the basis of contracts already signed, the lower the sales, the lower would have to be the network's selling expenditure, i.e. selling effort. Logically, this could lead to a spiral of ever decreasing sales.

As far as Reynolds is concerned, it would seem to us that a company that has had as long an association with Ivy as they have, could be realistically included in a projection of renewals.

We do feel, as I have stated, that Ivy Office could be operated with somewhat more care. We do not feel that a special meeting is necessary or expedient at the time.

Sincerely,

James A. Shanman

James A. Shanman
Station Manager

c.c. Mr. Roy McConnell
Mr. William Fishman
Station Managers: WRCH
WYBC
WVBR
WDCR
WBRU
WFRB